

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY, CALIFORNIA
AND RECORD OF ACTION**

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February 25, 2003

FROM: **THOMAS R. LAURIN, DIRECTOR**
DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT

SUBJECT: **AGREEMENT WITH THE SOUTHERN CALIFORNIA LOGISTICS AIRPORT
AUTHORITY FOR MARKETING SERVICES**

RECOMMENDATION:

1. Approve agreement with the Southern California Logistics Airport Authority (SCLAA) in the amount of \$100,000 to provide professional marketing services that will focus and promote the opportunities offered by the Southern California Logistics Airport and can be used in future regional marketing efforts.
2. Approve increase to ECD's FY 2002/03 budget as follows (four votes required):

<u>Description</u>	<u>Accounting Codes</u>	<u>Amount</u>
Special Department Expense	AAA-ECD-ECD-200-2135	\$100,000
Transfers In-Services and Supplies	AAA-ECD-ECD-541-5013	(\$100,000)

BACKGROUND INFORMATION: On June 13, 2000, the Board of Supervisors approved a \$100,000 agreement with SCLAA to expand its airport marketing program. As a result of this agreement, the "e-corridor" marketing platform was developed in conjunction with the "Inland Empire North" campaign. These promotional campaigns were jointly implemented as an advertising program with High Desert regional agencies through the now dissolved High Desert Regional Economic Development Authority.

Recognizing the need to expand SCLAA's marketing efforts, on January 30, 2001, the Board of Supervisors approved a \$100,000 allocation from the County's FY 2000/01 Priority Policy Needs budget to the Department of Economic and Community Development (ECD) for the purpose of entering into an agreement with SCLAA to increase its marketing capabilities and to provide the opportunity to introduce a regional promotional aspect into the "e-corridor" and the "Inland Empire North" campaigns. The agreement, if approved by the Board, will be funded with \$100,000 from Priority Policy Needs fund.

Approval of recommendation #1 will approve the agreement with SCLAA. Approval of recommendation #2 will increase the ECD's Economic Promotion FY 2002/03 appropriation to cover this additional expense. The \$100,000 for this agreement was allocated in FY 2000/01, however due to the uncertainty of the timing of this project, the \$100,000 was not included in the FY 2002/03 budget.

Record of Action of the Board of Supervisors

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REVIEW BY OTHERS: This agreement was reviewed and approved as to legal form by Deputy County Counsel Michelle D. Blakemore, on February 11, 2003; by the Department of Economic and Community Development's Contract Compliance designee David Larsen on February 12, 2003; and the County Administrative Office, Patricia M. Cole, Administrative Analyst III on February 13, 2003.

FINANCIAL IMPACT: \$100,000 was allocated to ECD's Economic Promotion Budget (AAA-ECD-ECD) for this project from Priority Policy Needs funds on January 30, 2001.

COST REDUCTION REVIEW: The County Administrative Office has reviewed the agenda item and concurs with the department's proposal and recommends this action based on the increased economic development activity that these marketing services could bring to the high desert area.

SUPERVISORIAL DISTRICT(S): 1st.

PRESENTER: Thomas R. Laurin, Director, 388-0808.

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